

**American Careers Business Program
Aligned with Montana Business and Marketing Education Standards**

PROJECT 1.1 SELL YOUR PRINCIPAL (EXPLORING BUSINESS POTENTIAL)

Strand 1: Marketing and Management	Strand 2: Administrative Office Systems
<p>Marketing Concepts</p> <ul style="list-style-type: none"> • Examine the roles of marketing and analyze the impact of marketing on the individual, business and society. • Describe the characteristics of a product and stages of product development, including pricing. <p>Business Management</p> <ul style="list-style-type: none"> • Analyze data and utilize forecasting in determining long and short-term management decisions. <p>Economics</p> <ul style="list-style-type: none"> • Illustrate principles of supply and demand. • Demonstrate knowledge of markets, pricing and productivity in the U.S. and global economy. • Identify the role of consumers in the marketplace. <p>Entrepreneurship</p> <ul style="list-style-type: none"> • Demonstrate the characteristics of successful entrepreneurship. • Develop a business plan for an entrepreneurial venture. 	<p>Advanced Computer Applications</p> <ul style="list-style-type: none"> • Utilize and integrate advanced computer functions to include: word processing, database, spreadsheet, presentation, desktop publishing, multimedia and the internet to produce and present projects. <p>Information Management</p> <ul style="list-style-type: none"> • Gather, interpret and evaluate information. <p>Communications</p> <ul style="list-style-type: none"> • Communicate in a clear, courteous and concise manner on personal and professional levels. • Apply technology to enhance the effectiveness of communication. • Develop effective human relations techniques. <p>Administrative Management</p> <ul style="list-style-type: none"> • Incorporate teamwork techniques in problem solving and project completion. <p style="text-align: right;"><i>(continued)</i></p>

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PROJECT 1.1 SELL YOUR PRINCIPAL (EXPLORING BUSINESS POTENTIAL) *(continued)*

Strand 3: Information Technologies	
Multimedia Development <ul style="list-style-type: none">• Demonstrate knowledge and use of graphics software programs to create and edit images.• Combine multimedia resources with advanced presentation skills.	

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PROJECT 1.2 KAYAKING CALEB – GOING WITH THE FLOW (CASH FLOW)

Strand 1: Marketing and Management	Strand 2: Administrative Office Systems
<p>Marketing Concepts</p> <ul style="list-style-type: none"> • Determine how external factors influence/dictate marketing decisions. <p>Business Management</p> <ul style="list-style-type: none"> • Analyze data and utilize forecasting in determining long and short-term management decisions. • Demonstrate general management skills. <p>Accounting</p> <ul style="list-style-type: none"> • Demonstrate knowledge of the accounting cycle. • Apply appropriate accounting principles to payroll, taxation, cost and managerial systems. <p>Economics</p> <ul style="list-style-type: none"> • Understand concepts of scarcity, choice, opportunity cost personal decision-making. <p>Entrepreneurship</p> <ul style="list-style-type: none"> • Demonstrate the characteristics of successful entrepreneurship. 	<p>Advanced Computer Applications</p> <ul style="list-style-type: none"> • Utilize and integrate advanced computer functions to include: word processing, database, spreadsheet, presentation, desktop publishing, multimedia and the internet to produce and present projects. <p>Administrative Management</p> <ul style="list-style-type: none"> • Demonstrate an understanding of how social, organizational and technological systems work. • Use professional terminology and processes appropriate for a particular career cluster.

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PROJECT 1.4 CREATING A BUSINESS (LEGAL FORMS OF BUSINESS)

Strand 1: Marketing and Management	Strand 2: Administrative Office Systems
<p>Marketing Concepts</p> <ul style="list-style-type: none"> • Determine how external factors influence/dictate marketing decisions. • Describe the characteristics of a product and stages of product development, including pricing. • Identify the elements of the consumer marketplace. <p>Business Management</p> <ul style="list-style-type: none"> • Demonstrate knowledge of various organizational structures. • Demonstrate general management skills. <p>Business Law</p> <ul style="list-style-type: none"> • Demonstrate knowledge of the fundamentals of law and research and apply to current events. • Demonstrate knowledge of legal terms. <p>Economics</p> <ul style="list-style-type: none"> • Identify the role of consumers in the marketplace. 	<p>Advanced Computer Applications</p> <ul style="list-style-type: none"> • Utilize and integrate advanced computer functions to include: word processing, database, spreadsheet, presentation, desktop publishing, multimedia and the internet to produce and present projects. <p>Information Management</p> <ul style="list-style-type: none"> • Gather, interpret and evaluate information. <p>Communications</p> <ul style="list-style-type: none"> • Communicate in a clear, courteous and concise manner on personal and professional levels. • Apply technology to enhance the effectiveness of communications. <p>Administrative Management</p> <ul style="list-style-type: none"> • Demonstrate an understanding of how social, organizational and technological systems work. • Use professional terminology and processes appropriate for a particular career cluster.

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PROJECT 1.5 MARKETING SUCCESS (ADDING VALUE TO YOUR PRODUCT)

Strand 1: Marketing and Management	Strand 2: Administrative Office Systems
<p>Marketing Concepts</p> <ul style="list-style-type: none"> • Examine the roles of marketing and analyze the impact of marketing on the individual, business and society. • Determine how external factors influence/dictate marketing decisions. • Describe the characteristics of a product and stages of product development, including pricing. • Identify the elements of the consumer marketplace. <p>Economics</p> <ul style="list-style-type: none"> • Understand concepts of scarcity, choice, opportunity cost and personal decision-making. • Illustrate principles of supply and demand. • Demonstrate knowledge of markets, pricing and productivity in the U.S. and global economy. • Identify the role of consumers in the marketplace. <p>Entrepreneurship</p> <ul style="list-style-type: none"> • Demonstrate the characteristics of successful entrepreneurship. 	<p>Communications</p> <ul style="list-style-type: none"> • Communicate in a clear, courteous and concise manner on personal and professional levels. • Develop effective human relations techniques. <p>Administrative Management</p> <ul style="list-style-type: none"> • Demonstrate an understanding of how social, organizational and technological systems work. • Use professional terminology and processes appropriate for a particular career cluster.

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PROJECT 1.6 “AND THE ENVELOPE, PLEASE ...” (TEAMWORK)

Strand 1: Marketing and Management	Strand 2: Administrative Office Systems
<p>Business Management</p> <ul style="list-style-type: none"> • Demonstrate knowledge of the functions of management, management theories and how they are implemented. • Identify the activities of human resource management. • Demonstrate knowledge of various organizational structures. • Demonstrate general management skills. <p>Economics</p> <ul style="list-style-type: none"> • Understand concepts of scarcity, choice, opportunity cost and personal decision-making. • Demonstrate knowledge of markets, pricing and productivity in the U.S. and global economy. • Identify the role of consumers in the marketplace. <p>Entrepreneurship</p> <ul style="list-style-type: none"> • Demonstrate the characteristics of successful entrepreneurship. 	<p>Advanced Computer Applications</p> <ul style="list-style-type: none"> • Utilize and integrate advanced computer functions to include: word processing, database, spreadsheet, presentation, desktop publishing, multimedia and the internet to produce and present projects. <p>Information Management</p> <ul style="list-style-type: none"> • Gather, interpret and evaluate information. <p>Communications</p> <ul style="list-style-type: none"> • Communicate in a clear, courteous and concise manner on personal and professional levels. • Apply technology to enhance the effectiveness of communications. • Develop effective human relations techniques. <p>Administrative Management</p> <ul style="list-style-type: none"> • Demonstrate an understanding of how social, organizational and technological systems work. • Incorporate teamwork techniques in problem solving and project completion. • Use professional terminology and processes appropriate for a particular career cluster. <p>Career Opportunities</p> <ul style="list-style-type: none"> • Research current or future career options in administrative office systems. <p style="text-align: right;"><i>(continued)</i></p>

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PROJECT 1.6 “AND THE ENVELOPE, PLEASE ...” (TEAMWORK) *(continued)*

Strand 3: Information Technologies	
Multimedia Development <ul style="list-style-type: none">• Demonstrate knowledge and use of graphics software programs to create and edit images.• Combine multimedia resources with advanced presentation skills.	